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Alabama Retail and Wholesale Trade

Carl E. Ferguson, Jr.

Retail and wholesale trade (referred to hereafter as trade) significantly contributes to both Gross State Product and total employment in Alabama. Trade accounts for about 16 percent of Alabama GSP, and one of every six working Alabamians is employed in trade.

Retail trade is by far the larger of the two kinds of trade, accounting for 75 percent of total trade employment. However, wages in the trade sector are low—about $12,000 annually on average—with the wholesale trade employee earning about twice as much as his counterpart in retail trade.

Recent trends. Alabama's trade sector had few rivals during the five-year period 1974-1978, growing in output value above inflation and employing an increasing number of people each year. For three of the subsequent five years, however, the trade sector had output growth below inflation and declined in employment.

Trade is an important source of jobs, particularly for the unskilled worker. Trade in Alabama employed 275,800 persons in 1979 and 278,300 in 1983. Trade employment trails only manufacturing and government, with the services sector a close fourth. A trend of increasing employment came to an end after 1979 and trade employment declined in each of the next three years. By 1982, 8,000 fewer persons were working in trade than in 1979.

However, the employment setback was not as severe as that for the state as a whole. Trade employment recovered strongly in 1983 and employed 2,500 more workers than in 1979. Trade accounted for 16.4 percent of total employment from 1979 through 1982 and 16.8 percent in 1983.

Wages in trade are among the lowest of any industrial or commercial sector. Within private, nonagricultural employment only the wages of apparel workers in nondurable manufacturing and those of service workers are lower. The average annual trade wage increased from $9,300 in 1979 to $12,150 in 1983. Growth in trade wages was steady but unspectacular during those five years, trailing increases in the Consumer Price Index by an annual average of 1.7 percent. Annual total payroll from trade topped $3.0 billion for the first time in 1982 and reached $3.4 billion by 1983. Although trade employs more than 16 percent of Alabama's workers, less than 10 percent of total personal income is derived from trade.

Workers in trade are productive, returning nearly two dollars in output for every dollar paid in wages. Trade workers place ahead of those in the manufacturing, construction, services, and government sectors in productivity. Trade productivity was estimated at $1.89 in 1979 and $1.94 in 1983.

Outlook. The value of output from the trade sector was $7.3 billion in 1984 and is expected to rise to $11.9 billion by 1990. Output growth is forecasted to be steady but modest, less than the growth rates in GSP in all years. Output growth for trade in Alabama should outpace inflation as measured by the CPI, however, and should grow at a faster rate than the trade sector for the nation as a whole. Comparatively modest output growth should lead to a slight decline in the importance of trade to the Alabama economy. Trade output contributed 16.5 percent of total GSP in 1984 and is expected to account for slightly less than 16.0 per cent by 1989.

However, trade is expected to increase in importance as an employer during the balance of the 1980s. *Trade provided 290,000 jobs in 1984 and is expected to increase to more than 331,000 by 1990.* Growth in trade employment is expected to be steady but modest. In share of total employment, trade is expected to peak at 17.7 percent in 1989-1990.

Wage rates in trade should increase steadily, growing at rates above inflation as measured by the CPI. Wages in trade should remain modest relative to wages paid in other industries, however. The average trade worker can expect to earn $19,000 in 1990. By comparison, some manufacturing workers can expect more than $50,000 a year in wages at that time. Trade as a source for personal income should increase in importance but remain disproportionately low to employment share. Trade should account for 9.2 percent of total personal income in 1984, increasing to 9.4 percent in 1990. The increase in wages will come at the expense of productivity in the trade sector, although trade workers will remain comparatively productive. Trade workers are forecasted to return $1.93 in output for every dollar of wage in 1984 and $1.85 in 1990.

Retail Trade

Recent trends. Thus far, this decade has not been a good one for retailers. Total retail sales in Alabama were estimated at $18.8 billion in 1979, increasing to $24.3 billion in 1983. However, the rate of increase was below that seen in the Consumer Price Index. Retail sales increased at an annual average rate of 6.9 percent from 1979 through 1983, but this rate was buoyed by a 14.1 percent increase in 1983 alone. By comparison, the CPI grew at an average annual rate 8.8 percent for the same five-year period. *The general merchandise (department stores), apparel, furniture, automotive, lumber, and hardware categories all had estimated real (inflation adjusted) sales in 1983 that were below 1979 levels.*

Outlook. A period of sustained growth was forecasted to begin for retail sales in 1984. Retail sales were estimated to be $27.1 billion in 1984 and are expected to increase to $45.7 billion by 1990. The average annual increase in retail sales for 1984-1990 is forecasted at 9.5 percent, several points above the expected inflation rate as measured by the CPI.

Exceptional growth is in the forecast for the lumber and automotive categories, areas which were hard hit by the recent recession. *Growth in lumber and building materials sales should lead all retail categories, averaging 14.1 percent annually for 1984-1990.* The automotive category, which includes auto parts sales as well as new and used vehicle sales, should grow an average 13.0 percent annually during the forecast period. Eating places and "other" categories both are projected to increase in sales above the overall retail average. The average annual growth projected in these two categories is 10.3 percent.

This article was drawn from the CBER publication *Alabama Economic Outlook 1985*. If you would like to know more about the Alabama economy and current economic forecasts through 1990, the publication is available for $20.

GENERAL BUSINESS INDICATORS FOR ALABAMA

Type of Activity	Annual		1984								1985				
	1983	1984	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
INDUSTRIAL															
Bituminous coal production (1,000 net tons)	23,071	26,068	2,327	2,377	2,056	2,590	2,418	2,617	2,238	2,201	1,916	1,931	2,288	2,189	2,103
Natural gas production (1,000,000 cu. ft.)	126,576	137,180	11,920	9,984	10,667	11,898	11,371	11,742	12,156	13,079	12,825	11,617	12,608	11,845	12,250
Cotton consumption (1,000 lbs.)	360,820	338,597	30,038	26,733	23,408	29,670	28,420	30,981	26,510	25,200	25,162	25,680	28,182	28,952	31,855
Crude oil and condensate production (1,000 barrels)	18,708	19,807	1,673	1,583	1,752	1,680	1,673	1,662	1,696	1,763	1,761	1,634	1,862	1,761	1,886
Electric energy consumption industrial purposes (1,000,000 kwh)	21,020	24,250	2,005	2,104	2,039	2,146	2,135	2,097	2,063	1,971	1,912	1,960	1,892	1,931	1,829
Pulp, paper, and paperboard production (1,000 net tons)	6,166	6,514	525	561	534	559	540	571	520	446	533	509	578	496	550
CONSTRUCTION															
Building contracts awarded, new and alterations combined (1,000)	2,763,700	3,030,000	570,200	231,300	210,600	383,400	202,200	230,000	235,000	168,700	215,200	243,700	234,700	265,000	242,800
Residential	1,286,500	1,226,800	116,100	114,100	105,900	163,200	96,800	84,200	90,300	51,200	87,200	83,900	106,900	120,400	135,400
Nonresidential	1,025,800	930,000	93,000	71,300	60,700	137,900	43,900	88,100	84,200	89,500	90,300	133,100	35,000	97,400	68,100
Public works and utilities	451,300	873,400	361,200	46,400	43,900	84,200	59,300	57,800	60,500	28,000	37,500	26,900	92,800	47,100	39,400
Cement consumption (1,000 net tons)	1,086	1,197	112	117	102	110	105	105	100	83	64	70	111	125	125
FINANCE															
Savings in savings and loan associations* ($1,000,000)	5,263	5,887	5,416	5,492	5,544	5,606	5,681	5,740	5,805	5,887	5,961	6,013	6,119	6,156	6,239
Tax collections ($1,000)															
Total	2,288,165	2,637,841	246,438	198,192	195,871	215,569	241,633	225,955	217,523	188,995	234,054	208,140	263,264	254,000	270,006
Franchise	52,214	64,476	1,275	2,504	8,422	2,315	6,357	4,799	2,537	292	743	1,415	31,254	7,315	3,700
Gasoline (excl. aviation)	199,587	207,095	17,585	17,564	17,504	17,752	18,217	16,284	17,697	16,942	17,148	16,883	14,472	16,799	17,339
Income	815,838	1,009,832	130,465	81,367	42,840	90,776	92,998	48,127	88,819	76,705	65,174	99,678	113,517	93,180	143,578
Motor fuels	45,027	50,278	4,703	3,735	3,580	5,287	3,166	4,583	5,374	4,679	3,572	4,033	3,943	3,682	5,151
Oil gas privilege	89,645	70,183	5,571	5,438	5,605	9,662	5,294	5,319	4,829	6,159	5,629	5,747	7,786	5,357	4,841
Oil gas production	17,290	17,331	1,480	1,437	1,478	1,322	1,409	1,413	1,287	1,649	1,504	1,537	2,173	1,433	1,279
Sales	609,132	704,299	56,985	58,145	57,514	56,957	58,767	81,495	58,477	52,785	74,362	50,419	55,423	61,037	61,265
2.2% Gross receipts	46,185	54,765	210	41	13,723		15	13,638	66		13,643		3	13,200	448
TVA electric	31,290	36,734	2,867	2,867	2,867	2,867	6,895		3,451	3,451	3,451	3,451	3,451	3,451	3,451
Tobacco	68,915	70,022	6,072	6,211	5,980	6,516	6,380	5,990	5,939	5,313	6,299	5,573	5,567	5,535	6,630
Use	66,519	75,723	2,019	604	16,868	1,310	1,419	18,146	1,389	531	18,440	842	846	17,614	944
Utility	152,287	151,261	9,654	11,225	12,587	14,277	12,234	10,527	11,889	13,322	16,356	12,754	14,381	10,308	12,290
PRICES															
Consumer Price Index, U.S. (1967 = 100)															
All items	298.4	311.1	309.7	310.7	311.7	313.0	314.5	315.3	315.3	315.5	316.1	317.4	318.8	320.1	321.3
Food	291.7	302.9	301.4	302.0	303.2	304.8	304.2	304.4	304.1	305.1	307.3	309.5	309.7	309.6	308.9
Housing	323.1	336.5	334.6	336.2	338.1	339.5	341.4	341.2	340.9	341.2	342.0	343.6	344.7	345.9	348.5
Fuel and utilities	370.3	387.3	385.5	390.0	393.9	395.5	397.0	392.4	387.5	386.0	387.2	386.5	388.2	388.7	393.0
Apparel and upkeep	196.5	200.2	198.9	197.4	196.6	200.1	204.2	205.7	205.2	203.2	199.8	201.6	205.3	209.8	206.3
Transportation	298.4	311.7	312.2	313.1	312.9	312.9	313.7	315.5	316.1	315.8	314.7	314.3	316.7	320.0	321.4
Medical care	357.5	379.5	376.8	378.0	380.3	381.9	383.1	385.5	387.5	388.5	391.1	393.8	396.5	398.0	399.5
Energy	419.3	423.6	426.1	428.5	428.3	427.3	429.0	426.7	421.8	418.9	414.5	411.4	416.6	424.4	431.7
Producer Price Index, U.S.* (1967 = 100)															
All commodities	303.1	310.3	311.5	311.3	311.9	310.7	309.3	30.4	310.3	309.5	309.5	309.1	308.7	309.3	309.9
Industrial commodities	319.7	322.6	322.2	323.8	323.9	323.3	322.2	322.4	323.8	323.0	322.9	322.2	322.6	323.8	325.3
Index of prices received by Alabama farmers (1977 = 100)	121.3	127.9	134.0	127.0	129.0	121.0	122.0	115.0	119.0	114.0	117.0	117.0	119.0	114.0	115.0
Purchasing power of the dollar, U.S. (1967 = $1.000) As measured by															
Consumer prices	335	321	323	322	321	319	318	317	317	317	316	315	314	312	311
Wholesale prices	330	322	321	321	321	322	323	323	322	323	323	324	324	323	323
LABOR FORCE AND EMPLOYMENT															
Civilian labor force (1,000 workers)	1,758.0	1,794.0	1,804.5	1,821.5	1,815.0	1,807.5	1,808.5	1,816.4	1,801.5	1,797.5	1,794.7	1,796.2	1,797.6	1,808.3	1,802.0
Unemployment	240.0	200.0	188.8	200.6	211.6	196.0	197.9	190.8	192.3	208.0	203.7	196.9	193.1	164.8	157.4
Unemployment rate	13.7	11.1	10.5	11.0	11.7	10.8	10.9	10.5	10.7	11.6	11.4	11.0	10.7	9.1	8.7
Employment	1,518.0	1,594.0	1,616.0	1,620.9	1,603.4	1,611.5	1,610.4	1,625.6	1,609.2	1,589.5	1,591.0	1,599.3	1,604.5	1,643.5	1,644.6
Nonagricultural	1,328.8	1,383.6	1,385.8	1,403.1	1,391.6	1,396.3	1,390.8	1,398.0	1,400.4	1,394.5	1,383.0	1,384.5	1,382.4	1,399.6	1,400.8
Manufacturing	340.9	358.5	363.1	367.2	358.8	364.6	358.3	360.5	358.8	349.0	352.1	352.6	344.2	352.2	351.7
Durable goods	159.2	173.5	174.6	177.1	175.7	176.7	176.0	175.5	175.2	173.6	172.8	173.8	173.6	174.6	175.0
Lumber and wood products	27.9	29.7	29.8	30.4	30.6	30.8	30.4	30.1	29.5	29.4	28.8	28.9	29.1	29.1	29.3
Stone, clay, glass products	8.7	8.8	9.0	9.0	9.0	9.1	8.8	8.7	8.7	8.2	8.8	8.4	9.0	9.1	9.1
Primary metals	24.8	26.4	26.9	27.0	26.5	26.9	26.5	26.2	26.6	26.3	26.4	26.2	26.3	26.2	26.3
Blast furn. and steel works	5.7	7.4	7.8	7.9	7.7	7.6	7.2	7.2	7.3	7.3	7.3	7.3	7.6	7.5	7.6
Iron and steel foundries	10.5	10.1	10.2	10.0	9.8	10.0	10.2	10.1	10.2	10.5	10.6	10.6	10.3	10.5	10.4
Fabricated metals	21.8	23.0	23.0	23.1	23.2	23.4	23.3	23.2	23.3	23.2	23.3	23.5	23.3	23.4	23.1
Machinery (excl. electrical)	15.1	17.7	17.7	18.0	18.0	17.9	18.1	17.8	18.0	18.0	18.2	18.4	18.6	18.4	18.5
Electrical, electronic equip.	21.5	23.2	23.1	23.5	23.3	23.3	23.5	23.5	23.5	23.6	22.9	23.1	22.7	22.8	22.6
Transportation	21.7	25.3	25.2	25.9	25.8	26.0	26.2	26.6	25.9	25.7	25.5	26.0	25.5	26.2	27.0
Other durable goods	17.7	19.5	19.9	20.2	19.3	19.3	19.2	19.4	19.7	19.2	18.9	19.0	19.1	19.1	19.2
Nondurable goods	181.7	184.9	188.5	190.1	183.1	187.9	182.3	185.0	183.6	175.4	179.3	178.8	170.6	177.6	176.7
Food	27.0	28.0	27.8	28.2	28.3	28.4	28.4	28.8	29.0	28.2	28.5	28.6	28.7	28.8	28.9
Textile mill products	39.1	39.3	40.1	40.2	38.5	39.8	37.7	37.8	37.5	36.9	35.6	35.9	35.3	36.3	36.1
Apparel	54.9	55.0	57.6	58.3	52.8	56.3	53.3	55.5	54.2	47.2	50.7	51.2	43.7	48.9	49.0
Paper and allied products	21.5	21.3	21.2	21.7	21.7	21.5	21.2	21.1	21.2	21.1	21.4	21.2	21.3	21.8	21.8
Printing and publishing	10.6	11.3	11.3	11.4	11.3	11.3	11.2	11.4	11.3	11.4	11.6	11.7	11.7	11.7	11.6
Chemicals and allied products	11.8	11.9	12.0	12.0	12.0	12.0	12.0	12.0	11.9	11.9	12.0	11.9	11.8	11.8	11.8
Rubber products	14.8	16.0	15.7	16.1	16.3	16.3	16.3	16.2	16.3	16.5	16.3	16.3	16.0	16.3	16.2
Other nondurable goods	2.2	2.2	2.2	2.2	2.2	2.3	2.2	2.2	2.2	2.2	2.2	2.0	2.1	2.0	2.0
Nonmanufacturing	987.9	1,025.1	1,022.7	1,035.9	1,032.8	1,031.7	1,032.5	1,037.5	1,041.6	1,045.5	1,030.9	1,031.9	1,038.2	1,047.4	1,049.1
Mining and quarrying	13.7	14.4	14.3	14.6	14.6	14.7	14.8	14.2	14.6	14.7	14.7	15.0	14.9	15.0	15.2
Bituminous coal mining	10.3	9.9	9.9	9.9	10.0	10.0	10.1	9.6	10.0	10.2	10.3	10.5	10.5	10.6	10.6
Contract construction	59.8	64.5	64.2	66.8	67.4	67.4	67.9	66.2	65.2	66.6	63.7	62.3	65.7	67.3	66.2
Trans., comm. and utilities	69.7	72.1	72.3	73.4	72.7	73.2	72.5	72.7	72.5	72.4	71.4	71.4	72.0	72.5	72.6
Trade	273.3	290.3	287.7	291.3	292.1	293.2	296.2	296.2	303.5	292.5	289.7	290.6	293.4	293.8	
Wholesale	70.1	73.6	72.5	74.3	74.8	74.8	74.7	74.7	75.0	74.3	74.1	73.6	73.9	73.9	73.5
Retail	203.1	216.7	214.6	217.0	217.3	220.4	221.6	221.5	224.9	228.6	218.4	216.1	216.7	219.5	220.3
Finance, insurance, real estate	58.9	62.6	62.2	63.0	63.5	63.4	63.3	63.2	63.5	63.8	63.8	63.9	64.3	64.7	65.1
Service and miscellaneous	218.9	227.5	228.3	229.6	228.6	228.6	228.9	229.8	228.6	229.7	228.6	230.0	230.8	232.3	233.1
Government	292.7	293.8	293.7	297.2	293.9	288.2	288.9	285.2	297.3	299.6	296.2	299.6	299.9	302.2	303.1
Federal	65.3	64.8	64.1	64.5	64.8	65.1	65.0	65.0	65.4	65.5	65.5	65.7	66.1	66.2	66.4
State and local	227.3	229.1	229.6	232.7	229.1	224.1	223.9	230.2	231.9	230.3	230.7	233.9	233.8	236.0	236.7

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1984								1985				
	1983	1984	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May
LABOR FORCE AND EMPLOYMENT—CONT.															
Other employment activity															
State Employment Service *(number)*															
Job applications	207,309	212,083	17,512	18,528	20,564	20,649	16,081	21,966	18,684	13,391	21,285	16,261	18,276	17,001	19,428
Nonagricultural placements	91,100	97,761	7,314	9,582	14,871	14,203	7,719	7,844	6,543	4,876	5,229	4,821	6,204	6,961	7,951
Unemployment compensation															
Initial benefit claims *(number)*	428,181	435,832	25,009	23,457	50,560	37,376	29,346	36,116	35,891	41,032	74,659	34,635	32,416	29,881	29,414
Payments *($1,000)*	191,868	172,593	13,048	12,192	13,536	15,564	12,258	13,716	14,253	16,158	21,274	16,520	15,977	13,782	14,095
County data *(civilian labor force and unemployment rate)*															
Autauga	15,590	15,670	15,740	15,790	15,620	15,640	15,780	15,800	16,070	15,920	15,910	15,880	15,910	16,000	16,150
	14.2	9.6	8.9	8.9	8.8	8.4	9.3	8.6	10.9	10.5	10.1	9.5	9.1	8.5	9.0
Baldwin	34,220	35,530	34,840	35,460	35,830	35,400	37,450	35,440	35,630	37,360	35,550	35,830	37,120	36,270	35,530
	12.1	10.9	8.6	8.9	10.0	9.3	14.8	8.9	9.7	14.7	9.9	10.1	12.8	8.7	7.1
Barbour	11,990	12,220	12,410	12,380	12,300	12,320	12,480	12,740	12,340	12,200	11,930	11,950	12,450	12,190	12,260
	13.1	10.5	9.0	9.6	10.3	9.7	10.9	12.7	10.7	12.4	13.2	12.3	16.2	10.1	11.0
Bibb	5,960	6,240	6,270	6,370	6,320	6,380	6,310	6,250	6,300	6,210	6,210	6,190	6,180	6,170	6,280
	19.5	16.6	16.1	14.5	14.5	16.7	14.3	13.0	15.6	19.9	19.9	16.6	12.9	11.7	10.9
Blount	16,860	16,760	16,610	16,710	16,990	16,450	16,520	16,640	16,690	16,990	17,070	16,620	16,570	16,640	16,720
	15.0	11.0	9.4	9.2	11.1	8.6	9.1	9.5	10.4	11.8	12.3	9.6	8.6	7.4	8.1
Bullock	4,600	4,520	4,500	4,580	4,560	4,670	4,730	4,980	4,730	4,500	4,330	4,350	4,310	4,490	4,640
	17.2	14.5	11.1	14.8	17.1	16.9	14.4	16.0	14.8	17.6	16.8	15.4	13.3	12.6	14.9
Butler	9,790	9,800	9,810	9,880	9,920	9,870	10,000	10,190	9,710	9,650	9,560	9,560	9,660	9,550	9,610
	17.4	13.8	12.7	14.0	15.1	14.4	13.1	13.4	13.2	13.1	13.1	13.9	16.1	11.6	11.7
Calhoun	46,220	47,500	47,360	47,830	48,570	48,190	47,840	48,210	48,110	48,020	47,960	48,150	47,830	47,930	47,910
	13.1	11.3	10.0	10.6	13.7	11.7	10.6	11.2	11.5	11.2	11.4	11.7	10.9	9.3	10.2
Chambers	16,750	16,500	16,940	16,890	16,870	16,570	16,380	16,200	15,930	15,960	16,050	16,340	16,240	16,570	16,160
	9.8	9.3	10.5	10.9	11.6	9.7	9.0	8.9	8.3	8.4	9.2	11.6	11.4	9.6	9.1
Cherokee	11,500	11,670	11,930	11,130	11,580	12,090	12,320	12,290	11,620	11,080	11,000	11,090	11,010	11,150	11,300
	15.2	14.0	10.9	16.7	18.1	8.7	8.3	16.1	15.6	15.8	16.7	16.6	17.1	12.6	11.2
Chilton	15,530	16,180	16,510	16,290	16,020	16,070	15,950	16,030	15,980	15,520	15,840	15,780	15,730	16,040	15,900
	13.1	11.3	10.5	11.2	11.8	11.7	10.9	11.3	13.1	12.8	14.4	13.3	12.2	11.4	9.7
Choctaw	5,510	5,790	6,000	5,790	5,810	5,730	6,050	5,850	5,820	5,930	5,780	5,870	6,060	5,860	5,840
	15.1	16.3	13.8	14.1	18.4	14.4	22.4	18.6	15.1	22.9	16.0	16.2	23.2	13.8	16.4
Clarke	10,750	10,630	10,640	10,690	10,880	10,600	10,810	10,400	10,540	10,550	10,420	10,560	10,370	10,240	10,130
	16.2	14.3	12.7	12.9	15.0	13.1	19.6	12.9	14.0	18.7	11.9	12.8	16.5	9.9	9.0
Clay	7,360	7,580	7,760	7,600	7,560	7,740	7,740	7,670	7,610	7,560	7,530	7,360	7,600	7,370	7,600
	14.0	10.9	10.8	11.7	12.0	11.7	10.5	8.6	9.7	12.8	10.0	10.8	13.9	9.8	11.0
Cleburne	5,160	5,250	5,220	5,270	5,490	5,170	5,240	5,310	5,320	5,810	5,340	5,360	5,440	5,530	5,340
	12.5	10.2	8.6	10.5	14.2	10.0	8.1	8.2	11.7	12.0	11.6	12.7	15.4	12.1	9.4
Coffee	19,830	20,210	20,470	20,510	20,450	20,350	20,410	20,900	20,250	19,890	19,730	19,930	20,140	20,270	20,180
	10.9	8.4	8.2	8.2	8.7	7.9	8.2	8.2	8.1	8.3	7.7	7.8	8.2	6.5	6.1
Colbert	23,700	23,920	24,030	24,430	24,200	24,120	24,080	23,810	23,920	23,880	23,760	24,250	23,940	24,030	23,780
	18.7	16.4	16.1	16.2	16.7	15.4	15.2	14.7	15.5	16.6	16.8	18.0	16.3	14.8	14.4
Conecuh	6,970	7,210	7,290	7,160	7,170	7,060	7,680	7,420	7,350	7,650	7,280	7,290	7,580	7,340	7,310
	12.7	11.8	10.1	10.9	11.5	9.6	14.7	10.5	10.6	15.3	11.2	10.3	13.9	9.6	9.4
Coosa	5,500	5,600	5,590	5,570	5,540	5,620	5,770	5,710	5,700	5,690	5,830	5,670	5,820	5,770	5,850
	10.3	8.0	6.9	8.4	8.1	8.6	9.1	7.2	8.0	8.4	10.4	9.4	8.7	6.3	5.8
Covington	16,350	16,370	16,490	16,470	16,390	16,470	16,250	16,520	16,090	16,360	17,060	16,680	16,440	16,380	16,560
	12.2	9.9	9.0	9.2	10.6	9.4	8.0	8.9	8.6	10.8	15.1	12.6	13.3	10.1	11.8
Crenshaw	7,210	7,460	7,760	7,550	7,380	7,510	7,950	7,840	7,440	7,340	6,990	7,060	7,330	7,330	7,550
	12.1	11.0	10.3	9.8	10.3	9.5	16.0	8.0	9.1	16.7	10.3	10.3	17.0	8.0	8.1
Cullman	28,590	29,550	29,890	29,840	29,670	30,220	30,070	30,600	29,960	29,470	30,020	29,690	29,500	29,720	29,970
	14.7	11.5	9.7	10.3	11.0	12.3	9.6	10.4	12.3	13.9	15.3	13.3	11.1	9.7	9.0
Dale	22,200	22,740	23,040	23,070	22,850	22,690	22,960	23,210	22,920	22,840	22,630	22,810	23,630	23,300	23,310
	9.5	7.7	7.5	7.7	8.7	7.2	7.2	7.4	7.2	6.9	6.8	7.1	10.7	6.8	6.5
Dallas	23,290	23,130	23,110	23,490	23,430	23,660	23,510	23,690	23,250	23,140	23,160	23,160	23,050	22,920	23,130
	17.6	15.7	14.3	15.4	16.3	16.9	16.0	16.5	16.0	15.8	15.4	15.2	14.2	12.8	13.5
DeKalb	29,870	30,830	31,290	31,700	32,030	31,660	31,050	31,330	30,940	30,870	30,670	30,530	30,660	30,850	30,740
	13.8	10.8	9.9	10.5	10.9	9.5	9.7	10.2	10.8	12.4	12.6	12.3	12.0	10.9	10.0
Elmore	20,620	20,770	21,020	21,130	20,890	20,900	20,940	21,020	20,910	20,810	20,960	21,170	21,270	21,510	21,670
	12.2	7.7	7.7	7.9	7.8	7.3	7.5	7.0	7.4	7.4	7.7	8.2	8.0	7.9	8.2
Escambia	17,440	18,110	18,220	18,470	18,270	18,140	18,610	18,100	18,270	18,360	18,070	17,910	17,990	18,010	17,980
	12.5	12.1	11.1	10.6	10.8	10.1	16.9	10.3	11.8	17.0	11.0	9.5	15.1	8.8	9.1
Etowah	42,290	42,610	42,270	42,710	43,080	43,190	43,200	43,020	42,890	42,870	42,270	42,210	41,870	41,980	41,600
	17.4	13.4	11.9	12.1	13.7	13.3	13.4	13.5	13.9	14.7	14.3	14.0	13.0	11.2	9.9
Fayette	10,100	10,440	10,550	10,460	10,390	10,570	10,580	10,570	10,610	10,440	10,510	10,500	10,620	10,540	10,480
	11.7	9.5	8.2	8.7	9.8	10.1	8.9	10.3	10.5	12.2	14.6	13.7	17.4	12.8	12.9
Franklin	14,110	14,830	15,090	15,200	15,340	14,930	14,520	14,610	14,550	14,560	14,420	14,580	14,280	14,290	14,300
	18.2	18.6	17.1	15.6	20.8	17.3	16.2	15.7	17.9	18.9	20.5	20.2	15.3	13.8	13.3
Geneva	11,360	11,740	11,940	12,220	12,050	11,740	11,920	12,370	11,900	11,560	11,620	11,660	12,260	12,010	11,960
	10.4	8.2	7.6	7.5	9.4	7.2	6.8	8.3	8.3	8.9	10.6	9.2	22.5	8.3	7.3
Greene	4,650	4,760	4,690	4,820	4,800	4,840	4,910	4,880	4,750	4,740	4,660	4,780	4,780	4,660	4,650
	16.6	17.1	14.7	15.3	15.7	15.8	18.3	17.0	17.4	20.8	20.2	21.9	21.6	16.1	15.1
Hale	5,340	5,480	5,530	5,490	5,630	5,460	5,580	5,590	5,490	5,480	5,290	5,320	5,340	5,340	5,440
	16.5	17.1	14.6	16.5	20.6	17.3	16.7	14.8	16.3	18.3	16.9	16.7	15.7	12.9	13.2
Henry	7,240	7,290	7,590	7,400	7,250	7,320	7,580	7,750	7,480	7,150	7,090	7,160	7,390	7,520	7,540
	11.2	9.4	8.3	9.0	10.4	9.7	9.6	9.0	10.3	10.2	13.4	13.2	14.3	11.2	9.6
Houston	35,860	36,540	37,040	37,110	36,930	36,460	36,850	37,340	37,050	36,620	36,730	36,900	36,940	37,280	37,200
	11.3	9.0	8.9	9.1	10.5	8.5	8.5	8.8	9.1	8.8	9.1	9.1	9.5	7.7	7.2
Jackson	20,680	19,790	19,920	19,700	20,260	19,550	19,420	19,710	19,840	19,840	19,240	19,350	19,520	19,730	19,430
	22.1	16.8	14.3	15.5	21.3	15.4	14.0	14.1	14.7	19.3	14.8	15.2	15.1	14.1	12.3
Jefferson	302,570	303,510	305,490	309,490	308,440	305,990	304,420	305,220	300,770	301,180	300,140	301,670	301,150	304,610	303,290
	13.1	9.8	9.7	10.1	10.1	9.8	9.5	9.5	8.8	8.8	8.6	8.6	7.8	7.2	7.1
Lamar	9,860	9,340	9,410	9,550	9,490	9,320	9,410	9,480	9,530	9,460	9,520	9,620	9,600	9,680	9,610
	9.7	7.3	7.1	8.5	8.8	7.4	7.0	6.5	7.2	7.1	8.0	8.7	8.6	7.3	6.7
Lauderdale	35,050	35,600	35,540	36,270	36,170	36,110	35,930	35,880	35,660	35,060	35,300	34,980	34,750	34,730	34,510
	16.6	14.8	13.9	14.4	15.5	14.4	13.9	14.2	14.0	13.8	15.1	13.8	12.5	10.6	10.5
Lawrence	14,340	13,450	13,810	13,600	13,510	13,400	13,390	13,470	13,330	13,010	13,230	13,220	13,030	13,200	13,190
	18.8	15.1	15.6	14.6	15.2	13.7	13.5	13.0	14.6	14.8	15.3	15.3	12.1	11.5	11.6
Lee	35,870	38,470	39,050	39,530	38,290	38,310	37,820	38,820	39,080	38,850	39,030	39,190	39,130	39,370	39,260
	8.4	6.5	6.1	7.6	7.4	7.3	6.9	6.8	6.1	5.7	6.5	6.4	6.4	5.6	6.0
Limestone	19,310	20,230	20,400	20,170	20,060	20,130	20,650	21,100	20,830	20,740	20,810	21,160	21,340	21,860	22,180
	14.1	10.8	10.3	10.7	11.4	11.0	10.0	9.6	9.2	10.4	10.8	11.4	9.5	7.9	8.6
Lowndes	5,190	5,090	5,150	5,160	5,110	5,150	5,180	5,150	5,190	5,070	4,890	4,920	4,950	5,030	5,040
	17.9	18.3	18.4	19.3	20.4	19.9	18.9	17.1	16.4	16.7	16.9	17.5	16.4	16.0	14.7
Macon	7,950	8,150	8,040	8,390	8,380	8,310	8,070	8,540	8,300	8,210	8,220	8,340	8,380	8,470	8,560
	13.6	11.1	9.6	13.9	13.8	13.6	11.6	10.6	9.5	9.4	10.3	10.2	9.3	8.8	9.6
Madison	109,350	117,780	117,260	119,290	118,900	119,890	119,640	121,170	120,430	120,830	122,530	121,450	121,250	122,770	122,590
	6.5	7.1	6.8	7.2	7.3	6.6	6.3	6.8	6.3	6.7	7.9	6.6	6.0	5.8	5.6
Marengo	9,800	9,720	9,670	9,800	10,000	9,760	10,250	9,960	9,720	9,930	9,530	9,520	9,830	9,520	9,560
	15.5	14.2	12.0	13.3	15.7	12.3	20.0	13.9	12.3	18.8	13.3	14.4	19.1	11.2	10.3
Marion	13,700	13,580	13,630	13,770	13,810	13,680	13,530	13,710	13,620	13,750	14,000	13,610	13,440	13,450	13,190
	19.4	14.9	12.0	11.5	13.4	14.7	14.0	15.4	16.5	19.6	21.6	17.9	17.2	16.4	14.2
Marshall	31,080	33,050	33,400	33,460	33,720	33,060	33,120	33,390	32,900	33,560	33,140	32,930	32,690	32,970	32,810
	14.4	12.6	10.7	11.5	16.1	11.3	10.8	10.7	10.8	17.9	14.3	12.3	10.5	9.1	8.7
Mobile	162,590	164,730	165,770	166,260	167,720	167,210	164,480	166,880	165,400	164,050	164,810	164,440	164,180	166,910	165,310

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1984								1985				
	1983	1984	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May
LABOR FORCE AND EMPLOYMENT—CONT.															
County data *(civilian labor force and unemployment rate)* —continued															
Monroe	10,670	11,140	10,830	11,010	10,900	10,950	12,520	11,050	11,170	11,940	10,790	10,730	11,160	10,810	10,710
	12.6	16.2	10.2	12.7	12.5	11.9	32.7	13.2	14.4	31.2	13.9	12.8	29.3	11.6	10.5
Montgomery	92,990	96,610	97,250	98,700	97,650	97,560	97,000	98,200	97,130	96,920	97,010	96,860	97,080	97,820	98,180
	10.5	8.8	8.3	9.4	9.3	8.7	8.2	8.4	8.3	8.6	8.3	7.7	7.3	6.9	6.9
Morgan	37,910	38,870	39,640	40,140	39,680	39,200	39,070	38,880	38,390	38,300	38,560	38,550	38,350	38,890	38,660
	14.5	11.5	11.2	11.7	11.9	11.0	11.2	10.9	10.8	10.6	11.7	11.1	9.4	8.9	8.1
Perry	5,850	5,820	5,770	5,920	5,890	5,970	5,990	6,030	6,130	6,010	5,900	5,780	5,830	5,920	5,970
	14.8	13.3	10.0	10.9	12.1	11.8	10.8	10.0	16.4	21.2	18.8	11.9	11.7	10.6	10.3
Pickens	7,510	7,080	7,200	7,270	7,170	7,140	7,030	7,070	7,000	6,900	6,960	7,110	7,000	7,130	7,210
	18.0	15.9	17.3	16.2	16.3	15.9	13.8	13.8	16.7	16.8	17.0	18.4	15.6	15.4	16.1
Pike	13,680	13,560	13,890	13,670	13,440	13,680	13,470	14,570	13,800	13,060	13,770	13,820	14,000	14,310	14,490
	13.7	10.1	9.0	10.1	10.4	10.2	10.3	8.7	8.7	10.7	8.7	8.2	8.6	7.8	6.9
Randolph	9,060	8,790	8,740	8,780	9,160	8,770	8,720	8,930	8,790	8,590	8,680	8,830	8,670	8,730	8,700
	17.9	14.9	13.3	14.4	22.2	17.0	15.7	14.1	12.0	10.7	11.6	18.1	10.7	10.0	9.4
Russell	18,120	19,290	19,090	20,460	19,650	19,310	19,040	19,190	20,070	19,480	19,950	19,160	19,220	19,470	19,440
	13.7	12.9	11.8	14.1	17.1	13.4	10.9	10.8	11.1	14.7	12.3	14.7	12.4	12.1	11.8
St. Clair	19,240	19,400	19,260	19,490	19,350	19,370	19,750	19,460	19,670	19,910	20,100	20,030	19,750	19,460	19,200
	14.2	11.5	10.1	10.4	10.1	10.6	12.4	10.9	12.5	13.4	14.3	13.6	11.7	8.9	7.9
Shelby	31,300	31,910	32,170	32,780	32,640	32,170	31,760	31,990	31,940	31,650	31,640	31,830	32,100	32,280	32,010
	12.1	10.3	10.3	11.2	11.2	10.3	9.3	9.7	10.2	9.2	9.3	9.4	9.5	8.4	7.9
Sumter	6,920	7,250	7,360	7,470	7,220	7,070	7,270	7,470	7,180	7,220	7,160	7,080	7,020	7,110	7,040
	14.3	11.5	9.9	12.8	13.3	12.7	10.7	10.1	11.5	13.5	13.5	12.7	14.9	11.7	11.4
Talladega	31,560	31,150	31,150	31,970	31,250	31,530	32,230	30,750	31,360	31,140	31,230	31,500	31,070	30,900	30,640
	17.2	15.8	14.3	16.1	15.5	16.7	20.6	14.3	16.9	16.9	18.3	18.8	16.6	13.8	13.2
Tallapoosa	16,600	17,300	17,370	17,850	17,780	17,810	17,290	17,290	17,160	17,010	17,120	17,050	17,080	17,170	17,100
	12.1	9.4	8.4	9.6	10.0	10.4	9.1	9.2	9.4	9.6	11.4	10.6	11.9	9.2	7.7
Tuscaloosa	58,310	58,150	59,210	58,230	57,550	58,040	58,450	58,940	58,770	58,670	57,840	59,050	58,900	59,340	59,200
	12.4	9.6	10.0	10.0	9.8	9.8	8.7	9.1	9.0	9.1	9.1	9.1	8.7	7.3	7.9
Walker	32,400	32,560	32,380	32,440	32,410	32,240	32,110	32,340	33,040	33,830	33,630	33,390	33,340	33,270	32,000
	16.3	13.3	12.2	11.6	11.8	11.8	11.5	12.0	14.4	16.3	15.9	14.9	14.1	12.4	9.2
Washington	6,330	6,490	6,680	6,460	6,620	6,410	6,730	6,670	6,450	6,380	6,280	6,160	6,270	6,090	6,160
	20.0	18.1	18.7	17.6	21.5	18.2	20.8	18.8	16.9	19.4	17.8	15.9	17.0	13.0	13.3
Wilcox	5,870	5,480	5,580	5,800	5,680	5,620	5,530	5,540	5,370	5,190	5,070	5,470	5,210	5,280	5,370
	20.2	15.3	15.7	15.9	16.7	15.3	14.7	14.2	13.5	13.3	12.4	22.0	14.7	13.3	12.3
Winston	9,030	9,260	9,410	9,290	9,080	9,060	9,060	9,460	9,370	9,530	9,420	9,340	9,040	8,980	8,850
	18.7	19.6	18.6	16.5	17.4	17.5	17.1	20.5	21.1	24.4	25.6	23.4	19.3	16.7	15.0
TRADE															
Foreign, through Port of Mobile															
Imports															
Value *($1,000)*	643,182	726,362	83,186	44,217	90,034	54,364	68,859	64,093	41,830	62,625	64,445	72,680	79,539		
Shipping weight *(1,000,000 lbs.)*	6,288	9,484	905	769	988	1,019	1,032	971	477	1,282	1,044	1,029	891		
Exports															
Value *($1,000)*	788,611	622,949	60,111	47,488	31,808	44,217	42,139	62,763	80,528	65,538	59,759	38,630	61,395		
Shipping weight *(1,000,000 lbs.)*	9,496	21,911	1,930	1,915	1,292	2,293	1,719	2,353	1,892	1,739	2,201	2,398	2,361		
Shipments by water, Port of Mobile[4] *(1,000 tons)*	34,916	38,790	3,266	3,413	3,307	3,549	3,362	3,445	3,524	3,262	3,151	3,083	3,028	3,062	3,279
Domestic															
Electric energy consumption, non-industrial purposes *(1,000,000 kwh)*	23,017	24,285	1,607	1,968	2,445	2,384	2,339	1,861	1,785	1,911	2,108	2,400	1,733	1,617	1,733
Gasoline sales[5] *(1,000 gallons)*	1,861,406	1,905,267	162,470	161,968	163,798	168,845	150,779	163,960	157,127	158,793	156,773	133,925	155,025		
New passenger car registrations[6] *(number)*	122,393	141,896	13,890	12,648	12,806	12,579	10,981	11,452	11,547	11,757	10,748	10,403	13,107	12,522	13,393
Taxable retail sales by kind of business, state totals[7] *($1,000,000)*															
Food		3,648	301	303	311	309	310	304	304	328	309	291	315	307	310
General stores with food and gas		174	15	16	15	15	15	15	14	15	13	13	15	16	17
General merchandise		2,382	191	196	176	190	181	185	238	356	161	150	198	212	210
Apparel		568	45	47	41	48	45	46	52	77	38	35	52	50	46
Furniture, furnishings, etc.		544	44	45	47	46	43	46	49	56	44	39	49	44	46
Automotive		3,085	281	288	269	281	243	258	245	241	234	243	298	292	306
Gasoline service stations		296	26	26	26	26	24	26	23	25	24	22	25	26	27
Lumber and building materials		890	81	82	79	80	79	81	76	66	58	54	78	87	88
Hardware and farm implements		427	40	40	38	38	37	37	35	31	29	28	38	41	44
Eating places		1,292	104	106	112	117	110	109	107	119	99	96	119	112	120
Drug stores		264	24	25	19	21	20	20	21	29	26	22	20	21	24
All other retail		2,162	176	181	169	185	179	182	190	245	175	156	183	182	187
Total sales by retail concerns		15,733	1,330	1,355	1,301	1,356	1,288	1,308	1,355	1,586	1,210	1,149	1,391	1,389	1,424
Nonretail and unclassified concerns		2,617	229	228	219	228	230	225	214	240	180	173	209	224	226
Total all sales at retail		18,350	1,558	1,583	1,520	1,585	1,518	1,533	1,569	1,826	1,390	1,322	1,599	1,613	1,650
Taxable retail sales, Metropolitan Statistical Areas and counties[7] *($1,000)*															
MSAs[11]															
Anniston		507,822	43,102	43,691	41,934	42,706	41,653	43,342	43,904	50,029	37,390	36,071	43,478	44,855	45,934
Birmingham		5,033,968	429,656	434,086	416,011	441,521	424,803	419,476	425,001	490,380	387,062	370,595	445,720	446,851	460,144
Dothan		643,424	56,012	57,229	53,804	54,947	50,937	54,591	54,311	63,766	48,048	47,737	54,855	55,471	56,512
Florence		612,853	51,571	52,275	51,047	52,215	49,322	51,903	52,832	64,692	43,832	40,892	52,335	54,384	53,281
Gadsden		459,526	38,952	39,527	41,831	41,119	37,104	38,486	37,089	44,540	33,264	31,322	38,531	39,309	42,836
Huntsville		1,049,464	88,103	89,286	86,598	89,902	84,845	87,093	92,202	108,857	78,897	76,238	92,008	95,895	96,373
Mobile		2,100,513	179,754	185,966	179,502	184,219	170,572	172,218	174,677	203,163	157,828	149,409	178,575	181,636	184,078
Montgomery		1,429,777	122,707	124,759	119,646	122,069	117,385	116,462	124,778	146,115	107,969	105,787	125,469	123,205	128,759
Tuscaloosa		631,313	52,066	53,322	51,062	55,374	53,491	53,170	53,091	64,761	47,080	47,096	55,293	55,376	57,027
Counties															
Autauga		96,667	8,137	8,436	8,420	8,216	8,064	7,966	8,243	9,240	7,466	7,887	8,845	9,022	9,344
Baldwin		341,693	30,045	30,896	31,162	31,427	28,090	28,121	27,839	30,539	24,741	24,421	30,182	31,201	31,918
Barbour		71,570	6,202	6,334	6,188	6,656	5,584	6,080	6,162	6,858	5,601	5,227	6,238	6,261	5,998
Bibb		41,367	3,674	3,711	3,266	3,621	3,270	3,500	3,782	4,200	2,991	3,045	3,493	3,690	3,720
Blount		89,047	7,750	7,935	7,471	8,243	7,349	7,952	7,453	8,561	6,934	6,793	8,052	8,183	8,907
Bullock		25,653	1,977	2,001	2,014	2,106	2,178	1,851	2,119	2,892	2,139	2,083	2,083	1,965	1,901
Butler		65,569	5,370	5,479	5,667	5,679	5,723	5,146	5,515	5,858	5,085	4,603	5,460	5,222	5,576
Calhoun		507,822	43,102	43,691	41,934	42,706	41,653	43,342	43,904	50,029	37,390	36,071	43,478	44,855	45,934
Chambers		107,006	9,382	8,917	8,913	8,922	8,447	9,082	9,187	9,895	8,248	7,542	9,060	8,908	9,426
Cherokee		47,896	4,340	4,432	3,861	4,172	3,756	4,016	3,799	4,399	3,755	3,415	4,089	4,593	3,952
Chilton		99,860	8,494	8,634	8,029	8,510	8,074	8,747	8,821	10,204	7,552	7,836	9,330	9,211	9,568
Choctaw		36,636	2,925	3,007	3,098	3,197	2,845	2,916	3,086	3,566	3,112	2,704	3,125	2,939	2,771
Clarke		98,644	7,937	8,061	7,671	8,821	8,257	8,669	8,799	10,071	7,889	7,376	8,728	8,932	9,271
Clay		26,407	2,243	2,285	2,172	2,267	2,194	2,171	2,231	2,569	2,010	1,939	2,129	2,242	2,492
Cleburne		22,197	1,966	2,000	2,093	1,897	1,756	1,878	1,711	1,691	1,592	1,377	1,916	2,297	1,998
Coffee		185,555	16,490	16,277	14,951	15,276	14,579	14,317	14,961	17,770	13,736	13,683	15,530	16,212	16,115

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1984								1985				
	1983	1984	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May
TRADE—CONTINUED															
Taxable retail sales, MSAs and counties—continued															
Counties—continued															
Colbert		249,903	21,733	22,031	21,515	21,620	20,081	20,961	20,465	23,844	17,391	17,164	21,172	21,832	21,248
Conecuh		37,513	3,080	3,051	2,968	2,862	4,323	2,822	2,973	3,833	2,746	2,682	3,246	2,906	3,050
Coosa		8,926	700	671	760	826	813	842	828	899	784	759	796	762	840
Covington		136,932	11,618	11,836	11,258	12,007	11,062	11,336	10,909	13,071	9,808	9,770	11,354	11,432	11,946
Crenshaw		30,733	2,533	2,561	2,466	2,348	2,179	2,666	3,077	3,155	2,539	2,505	2,976	2,998	2,895
Cullman		237,586	20,201	20,947	20,008	19,896	19,142	21,056	20,364	23,423	16,820	16,132	21,367	21,336	22,324
Dale		104,903	8,857	8,984	8,944	8,834	8,908	8,759	9,022	10,683	7,834	8,096	9,664	9,590	9,060
Dallas		199,126	17,279	17,387	16,277	16,468	16,192	17,141	17,231	19,639	15,386	14,206	16,788	17,514	17,283
DeKalb		180,369	15,558	15,868	14,959	15,492	14,942	15,254	15,823	17,560	12,329	11,470	15,282	15,866	16,440
Elmore		102,051	8,865	9,047	8,624	9,008	8,784	8,153	8,361	9,845	7,657	7,862	9,284	9,413	9,272
Escambia		141,758	11,746	11,940	11,383	11,532	11,279	12,263	11,884	14,710	10,567	10,413	11,948	12,582	13,471
Etowah		459,526	38,952	39,527	41,831	41,119	37,104	38,486	37,089	44,540	33,264	31,322	38,531	39,309	42,836
Fayette		64,908	5,683	5,755	4,967	6,280	5,730	5,116	5,079	6,385	4,372	4,574	5,223	5,193	4,680
Franklin		99,521	8,434	8,635	8,147	8,527	8,174	8,022	8,784	9,789	7,814	7,155	13,242	8,439	8,179
Geneva		144,817	12,455	12,504	11,657	11,908	11,847	11,669	12,646	13,662	11,366	11,273	12,057	12,208	12,564
Greene		18,306	1,614	1,639	2,062	1,611	1,388	1,509	1,397	1,479	1,231	1,116	1,338	1,444	1,165
Hale		31,288	2,805	2,854	2,528	2,783	2,601	2,522	2,509	2,712	2,497	2,190	2,684	2,707	2,792
Henry		35,727	2,956	3,011	2,953	2,999	3,280	2,790	3,225	3,684	3,330	2,853	2,998	3,203	3,004
Houston		538,521	47,155	48,245	44,860	46,113	42,029	45,832	45,289	53,083	40,214	39,641	45,201	45,881	47,452
Jackson		136,570	11,322	11,636	11,259	12,662	11,336	12,096	12,170	13,530	10,284	10,319	12,752	12,487	12,142
Jefferson		4,279,261	363,040	366,693	351,955	374,526	362,228	355,299	361,276	420,620	326,812	314,873	377,141	377,080	388,335
Lamar		37,982	3,428	3,472	3,128	3,078	2,965	2,959	3,154	3,282	2,802	2,453	3,246	3,173	3,000
Lauderdale		362,950	29,838	30,244	29,532	30,595	29,241	30,942	32,367	40,848	26,441	23,728	31,163	32,552	32,033
Lawrence		51,749	4,589	4,677	4,109	4,443	4,239	4,404	4,548	5,267	3,834	3,745	4,566	4,665	4,956
Lee		346,611	29,222	29,605	28,061	29,073	29,673	29,365	30,576	34,909	25,244	24,547	29,913	30,421	31,652
Limestone		161,472	14,100	14,358	13,124	13,888	13,414	13,103	13,968	15,810	12,216	12,226	14,752	14,903	14,757
Lowndes		16,851	1,462	1,480	1,336	1,366	1,372	1,437	1,411	1,773	1,428	1,571	1,757	1,602	1,801
Macon		45,104	3,760	3,838	3,770	4,291	4,001	3,661	3,636	3,982	3,652	2,924	3,384	3,538	3,572
Madison		1,049,464	88,103	89,286	86,598	89,902	84,845	87,093	92,202	108,857	78,897	76,238	92,008	95,895	96,373
Marengo		69,337	5,510	5,634	5,465	5,847	5,488	5,903	6,440	7,228	6,062	5,512	5,984	6,118	6,187
Marion		95,310	7,926	8,140	7,813	7,998	7,852	7,633	8,331	10,053	7,627	6,604	8,390	8,603	9,107
Marshall		339,419	29,289	29,833	28,261	29,634	28,249	28,412	29,520	33,451	25,127	24,625	31,291	32,798	33,007
Mobile		1,758,820	149,709	155,070	148,340	152,792	142,462	144,097	146,838	172,624	133,087	124,988	148,393	150,635	152,160
Monroe		102,728	7,711	7,940	7,721	9,954	9,190	8,969	11,484	10,934	6,091	5,993	8,248	7,852	8,322
Montgomery		1,231,059	105,705	107,276	102,602	104,845	100,537	100,343	108,174	127,021	92,846	90,038	107,340	104,770	110,143
Morgan		452,944	38,551	39,147	36,426	38,736	38,015	38,347	40,549	47,153	32,703	31,751	40,493	43,424	45,014
Perry		25,163	2,148	2,171	2,096	2,313	2,378	2,165	1,998	2,163	1,763	1,784	2,096	2,079	2,048
Pickens		41,346	3,639	3,696	3,451	3,567	3,319	3,596	3,300	3,777	2,795	2,858	3,490	3,642	3,520
Pike		90,733	7,582	7,501	7,154	7,896	7,633	8,020	7,762	9,021	7,710	6,581	7,690	7,612	8,272
Randolph		57,905	4,792	4,861	4,674	4,447	4,674	4,794	5,187	5,351	5,444	4,488	4,920	4,742	4,603
Russell		121,362	10,380	10,419	10,384	10,772	10,004	9,337	10,109	11,824	9,086	8,647	10,197	11,204	10,808
St. Clair		120,986	10,753	10,936	10,100	10,278	10,194	10,528	9,515	10,819	9,035	9,332	11,655	11,808	10,192
Shelby		253,335	22,707	22,939	21,957	23,310	20,983	21,059	20,984	21,848	21,133	18,052	22,828	22,764	23,155
Sumter		30,980	2,410	2,508	2,530	2,556	2,434	2,610	2,890	3,107	2,488	2,255	2,555	2,684	2,436
Talladega		240,099	22,808	21,296	20,635	19,735	18,619	19,191	20,116	23,661	18,172	17,332	20,313	21,164	24,066
Tallapoosa		127,478	11,410	11,589	10,720	10,386	9,840	10,119	10,767	11,807	9,523	8,752	10,587	11,117	11,844
Tuscaloosa		631,313	52,066	53,322	51,062	55,374	53,491	53,170	53,091	64,761	47,080	47,099	55,293	55,376	57,027
Walker		291,339	25,406	25,583	24,528	25,164	24,049	24,638	25,773	28,512	23,148	21,545	26,044	27,016	29,555
Washington		21,464	1,931	1,971	1,695	2,022	1,791	1,898	1,630	1,788	1,498	1,586	1,690	1,729	1,622
Wilcox		27,099	2,406	2,468	2,356	2,313	2,227	2,290	2,189	2,605	2,115	2,035	2,204	2,114	2,170
Winston		71,279	6,434	6,442	5,736	6,074	5,991	5,652	5,926	6,690	5,532	5,119	6,704	6,445	6,778
Statewide		973,642	75,661	78,120	76,374	82,130	83,107	86,150	86,089	107,027	79,861	65,031	83,463	80,558	79,649
BUILDING PERMITS															
Alabama															
Building permits ($1,000)															
Reported value	1,079,085	1,258,032	97,366	115,116	99,776	147,117	80,497	84,514	95,153	105,139	60,081	65,750	123,177	108,071	116,575
Residential	449,881	438,383	38,102	43,568	36,909	42,389	33,332	36,966	36,682	20,874	25,969	28,712	45,267	52,029	51,647
Nonresidential	366,127	586,743	42,724	53,582	44,597	79,263	27,171	29,249	36,821	66,040	21,592	26,887	60,384	41,663	43,334
In selected cities															
Anniston															
Building permits ($1,000)															
Reported value	8,848	8,869	915	842	833	749	694	737	669	613	659	627	826	844	758
Residential	3,593	3,530	408	324	322	317	248	256	255	263	258	272	384	329	330
Nonresidential	932	1,213	117	139	104	92	90	95	93	76	111	73	96	110	104
Birmingham															
Building permits ($1,000)															
Reported value	213,343	104,141	5,562	8,258	8,169	14,214	10,005	5,797	12,365	13,105	5,535	11,186	14,508	10,021	33,770
Residential	31,921	15,598	814	1,299	763	1,285	1,271	1,076	963	802	773	1,241	1,301	1,615	6,605
Nonresidential	108,370	25,706	768	2,963	2,369	1,967	3,606	4,675	1,568	5,114	2,057	2,717	8,497	8,406	21,476
Decatur															
Building permits ($1,000)															
Reported value	14,095	18,028	1,520	1,342	1,909	2,170	1,767	1,920	1,720	1,476	1,444	1,133	1,939	2,051	1,895
Residential	7,340	11,596	1,096	925	1,080	1,357	1,053	1,142	1,052	897	814	570	1,138	1,189	906
Nonresidential	2,156	2,744	172	171	355	429	318	347	294	249	283	226	398	402	760
Dothan															
Building permits ($1,000)															
Reported value	18,943	17,520	1,326	1,514	901	1,599	1,344	1,857	2,461	1,458	967	886	830	2,986	1,484
Residential	7,760	6,718	448	759	182	226	370	670	1,405	203	324	432	399	556	703
Nonresidential	6,339	5,478	238	257	125	641	666	860	680	483	58	118	46	2,098	597
Gadsden															
Building permits ($1,000)															
Reported value	13,596	9,310	1,351	865	166	260	886	2,546	1,057	215	123	288	964	241	834
Residential	2,006	2,129	976	219	26	74	46	53	128		56	103	462		126
Nonresidential	3,912	5,826	122	493	101	143	813	2,331	894	188	40	141	474	144	50
Huntsville															
Building permits ($1,000)															
Reported value	122,759	147,927	13,997	13,853	14,007	14,163	6,626	8,187	13,808	19,407	6,178	6,266	24,795	15,973	13,031
Residential	51,350	55,064	3,753	6,032	3,331	6,078	2,825	2,982	8,817	1,593	2,863	1,440	3,194	2,683	5,377
Nonresidential	45,128	73,370	8,366	5,970	9,394	6,045	3,339	3,835	3,266	15,945	2,668	2,755	18,064	11,107	5,444
Mobile															
Building permits ($1,000)															
Reported value	109,508	254,605	6,250	36,928	6,707	4,020	6,484	10,322	10,320	31,156	7,730	4,770	6,893	5,991	8,130
Residential	38,261	26,314	2,009	6,935	3,208	1,071	1,201	2,636	1,673	1,065	1,478	1,738	1,234	1,372	2,927
Nonresidential	49,663	197,690	3,331	28,665	2,127	1,153	3,886	2,288	7,264	28,688	5,120	2,165	4,458	3,185	2,775

GENERAL BUSINESS INDICATORS FOR ALABAMA—CONTINUED

Type of Activity	Annual		1984								1985				
	1983	1984	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
BUILDING ACTIVITY —CONTINUED															
Montgomery															
Building permits ($1,000)															
Reported value	76,984	94,862	6,994	7,007	8,192	8,070	7,254	8,188	11,037	6,049	6,554	6,027	8,624	9,126	8,160
Residential	32,619	35,697	2,493	2,528	3,504	3,361	2,991	3,262	5,463	2,557	2,140	3,036	3,836	4,096	4,356
Nonresidential	28,264	46,198	3,043	3,059	3,719	3,896	3,407	4,000	5,193	2,843	3,750	2,321	3,960	4,060	3,004
Quad-Cities															
Building permits ($1,000)															
Reported value	12,978	39,267	4,910	260	2,223	1,799	2,246	1,917	800	12,908	691	532	1,416	2,138	1,707
Residential	6,391	7,172	792	323	633	721	533	430	381	126	351	177	704	606	328
Nonresidential	3,506	23,675	3,887	614	1,265	160	196	323	178	12,150	48	51	379	442	388
Selma															
Building permits ($1,000)															
Reported value	4,197	7,002	356	158	994	184	819	593	309	312	36	109	184	73	237
Residential	357	643	82	117	148	75		76	35		36	109	184	73	237
Nonresidential	798	1,908	35		7		617	4	188	167					
Tuscaloosa															
Building permits ($1,000)															
Reported value	30,159	34,459	4,323	4,183	1,719	2,805	2,463	2,228	3,713	3,739	1,420	7,960	3,678	8,403	5,621
Residential	14,849	15,717	2,153	1,284	737	1,634	1,356	789	1,268	1,218	693	4,328	2,792	6,726	1,951
Nonresidential	6,227	10,707	1,529	1,901	615	360	552	1,145	664	2,029	100	2,933	493	876	2,896

NOTE: Throughout this table, details do not necessarily add to totals due to rounding.
Individual months may not add to annual totals due to late revisions in annual data.
These data may not be reused in any manner without the express permission of F. W. Dodge Div., McGraw-Hill Information Sys.
End-of-month balance.
Beginning January 1978, the Consumer Price Index consists of "All Urban Consumers." Prior to that date it included only "Urban Wage Earners and Clerical Workers." Historical data will not be available due to the change in coverage. No "Energy" data are available prior to 1978, and "Housing" data prior to January 1978 are not comparable to the new "Housing" series due to a change in definition.
These data were previously presented as the "Wholesale Price Index." The new title more accurately reflects the coverage of the data.
Civilian labor force, unemployment, and total employment are adjusted by place of residence; and total nonagricultural employment and its components are by place of work. All monthly data are adjusted to a March benchmark of the previous year.
Includes both inbound and outbound shipments by water moving through private facilities as well as through the Alabama State Docks; excludes tonnage for military installations.
Gross gallons of gasoline as reported by wholesale distributors.
These data may not be reused in any manner without the express permission of R. L. Polk and Company.
Retail sales data represent sales at retail **which are subject to sales tax** as reported to the Alabama Department of Revenue under the definition of the Alabama Sales Tax Law. Total sales figures include tax-able sales at retail by wholesalers and other nonretail firms as well as retail concerns. Sales at retail thus defined should not be confused with all sales including nontaxable sales reported in the Census of Retail Trade. **Monthly sales figures are preliminary and subject to revision on a continuing basis. Sales figure for the two latest months are normally low because they do not yet include data from late reporters. Retail sales historical data prior to 1984 are not available for the new series. The "Statewide" category in the "County" section provides sales figures which are not attributable to individual counties; it does not represent a state total.**
Represents permits issued by selected permit-issuing places. Private construction only. May be partially estimated by the Bureau of the Census. Reported value includes additions and alterations and is not a sum of residential and nonresidential.
Quad-Cities and consists of Florence, Muscle Shoals, Sheffield, and Tuscumbia.
Estimated total for calendar month based on adjustment of weekly data.

DISCRETIONARY INCOME

The term "discretionary income" is widely used to denote the money available for luxuries and the good life after all necessary expenditures. This raises the age-old dilemma of where to draw the line between necessity and luxury. The Conference Board and the U.S. Bureau of the Census have worked out formulas to study discretionary income by defining it as the amount of money that would permit a family to maintain a standard of living higher than the average of that of similar families. Some of the highlights of their findings are as follows:

*Spendable discretionary income is largely concentrated in the broad age group 40 to 64. That age class includes 39 percent of all homes but accounts for 53 percent of spendable discretionary income.

*The 65-and-over age bracket is also an important segment of the luxury market, largely because of its size. It accounts for over 17 percent of all spendable discretionary income.

*The discretionary income market consists largely of households with two or more persons in the labor force. Such homes represent about 41 percent of all households, but have some 63 percent of all discretionary resources.

*The discretionary dollar is a well-educated dollar. While less than 35 percent of the nation's household heads have had at least some exposure to college, they have accounted for 60 percent of total discretionary spending power.

These highlights are from the booklet *A Marketer's Guide to Discretionary Income* available from the Superintendent of Documents, U.S. Government Printing Office.

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The Economy in Perspective

Focus on Escambia County

Escambia County is located in the west south central part of Alabama. In 1980, 38,440 people lived in the county, with 40 percent of the population residing in the county's two largest cities, Atmore and Brewton, respectively. In 1980, 48.1 percent of the county was urban compared to 60 percent in Alabama. Approximately one-third of Escambia County's population was nonwhite in 1980 compared to one-fourth of the state's population.

In 1980 both Alabama and Escambia County had nearly 60 percent of their populations among the 16 to 64 age group. Close to one-third of both the county's population and the state's total population were under 18 years old in 1980. The state and the county experienced hefty declines in the number of persons 18 years old and under between 1970 and 1980. While both Escambia County and Alabama showed relatively small percentages of elderly persons in 1980, the number of persons 65 and over increased significantly from 1970 to 1980. Escambia County and the state are joining the nation in an increasing elderly population.

Although Escambia County has close to 60 percent of its total population in the age group suitable for employment, unemployment is an issue. In 1982 Escambia County experienced double digit unemployment at a rate of 13.2, somewhat below Alabama's rate of 14.4, but above the U.S. rate of 9.7. Between 1982 and May, 1985, the unemployment rate for Escambia County decreased significantly. In May, 1985, the county's rate equalled 9.1, slightly above the state's rate of 8.7 and the U.S. rate of 7.0.

In 1984 the majority (77.7 percent) of Escambia County residents who were employed were in wage and salary jobs. Of those employed in wage and salary positions, approximately one-third were in manufacturing, particularly nondurable. Both Atmore and Brewton, the two largest cities in the county have large manufacturing industries, specifically women's and children's apparel and paper and allied products. Almost one-fourth of the county's employed are in the government sector, probably reflective of the presence of the Atmore Corrections facility. Close to one-fifth of those employed were in the trade sector and 11 percent were in services and miscellaneous. Less than 5 percent were employed in each of the other wage and salary industries.

Relative to other counties in Alabama, Escambia County is not poor. In 1982 Escambia County ranked 18th among Alabama's counties with respect to per capita personal income. In 1982 the per capita personal income for Escambia County was $8,108, representing a 21.2 percent increase from the 1980 figure of $6,689. The state average did not increase nearly as rapidly, experiencing only a 15.6 percent increase in per capita income from 1980 to 1982. However, the 1982 per capita personal income for Escambia County equalled only 94 percent of the state's per capita income of $8,647. Thus, although Escambia County's income is growing at a rate faster than the state average, it has not yet caught up to Alabama.

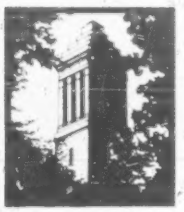
In 1980 the median family income for Escambia County was $14,113 compared to $16,353 for Alabama. The median family income for Brewton was $17,206, above that for both the county and the state. The number of families with income in 1980 below the poverty level equalled 16.4 percent for Escambia County and 14.8 percent for Alabama.

In 1983 wage and salary earnings increased 24.2 percent over 1980. Nonfarm industries provided the majority of earnings for Escambia County, experiencing a 25.4 percent increase between 1980 and 1983. The greatest employment opportunities in the county are in manufacturing. During the period 1980 to 1983, earnings in manufacturing increased 34.5 percent. Specifically, earnings produced by nondurable manufacturing increased 34.0 percent. Other significant contributors included government and government enterprises which increased 30.5 percent between 1980 and 1983 and state and local government with a 29.5 percent increase during the same period.

The citizens of Escambia County have a relatively high level of educational attainment. In 1980, 51 percent of the population 25 years old and over graduated from high school, significantly greater than the 35 percent in 1970. In Alabama 56 percent of the population 25 and over completed high school, increasing from 41 percent in 1970. Only 7.2 percent of the adult population in Escambia County graduated from college compared to 12.2 percent for Alabama. In 1980 the median school years completed for Escambia County residents was 12.0, ranking the county 21st in the state. The median school years completed for Alabamians as a whole was 12.2.

In summary, Escambia County appears to have a positive future. The educational attainment of its citizens is quite high, with 51 percent of the population 25 years and older completing high school. While unemployment remains an issue, the rate has decreased significantly since 1982 and is no longer double digit. The county's per capita personal income increased 21.2 percent between 1980 and 1982. Even though per capita income and employment opportunities are improving, Escambia County remains behind Alabama. Conscientious activities toward expanding job opportunities and increasing income levels may help to insure continued growth for Escambia County.

—Dana Stone



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